

Internship
at
Bharat Serums and Vaccines Limited, Mumbai

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Organization Learning

Bharat Serums and Vaccines Limited (BSV) is a biopharmaceutical company with a manufacturing facility, proficient marketing team, markets injectable biological, biotechnology and pharmaceutical products, and R&D of drug delivery systems. All this robustly backed by a strong distribution network and research work has placed us amongst India's fast-growing transnational healthcare organizations. The company also observed promising growth in its international market business.

BSV grasps a forbidding market share in India for plasma derivatives and is perpetually expanding its range of products by introducing new therapies based on research and development efforts. The company is ranked amongst to the top Indian biopharmaceutical companies in India. BSV has three R&D centres located in India, USA and Germany. The company has more than 15 patents and has been granted patents in India and internationally, including Europe, USA, etc.

The company has a horse farm for production of equine anti-sera and anti-toxins. BSV has commercialized many products for the first time including monoclonal Anti D, Anti Snake Venom Serum, Anti Thymocyte Globulin, Propofol. Its products are marketed all over India and exports its product range to over 45 countries across the world. The major development includes receiving an EU orphan drug designation for its biopharmaceutical molecules to treat severe acute pancreatitis.

Mission

To be an innovative, caring and trustworthy partner in bringing life to life.

Vision

Mitigating the anguish and suffering of millions. Underlying fairness and transparency in dealings with all stakeholders including employees and business partners. The group is driven by an informal culture fostering cohesion and innovation.

Corporate Social Responsibilities

BSV has been conducting various community development, health camps, health recovery programs, free medical treatment camps and many other educational programs for patients and doctors.

Community Development

- The Society of the Franciscan-Home for senior citizens old GOA
- Kamaldham Vrudhashram and Kalyankari Sanstha

Health

- Shri Mad Rajchandra Sarvamangal Trust (Mumbai Marathon-2017)
- The Rotary club of Bombay- Cotton Green
- Think Peace Organization
- Children of the world (India) trust
- ML Dhawale trust
- Sau Mathurabai Bhausahab Throat Sevabhavi Trust, Sangamner
- Americares India Foundation

Hunger Eradication

Prem Seva Mahila Mandal:

BSVL has contributed towards day Meals of 500 such children for the period of 1year and has also provided school books, raincoats, etc. to them. These children are from the hamlets/padas on the outskirts of the city of Kalyan.

Skill Development

- The Rotary club of Bombay-Colaba
- Shramik Naari Sangh
- The Rotary club of Bombay-YMCA

Business Operations

Domestic

Assisted Reproductive Technology: Turning hope of aspiring mothers into reality.

Critical Care: Wide range of products in Acute therapy area.

Emergency Medicine: A reliable and time-tested partner in emergency risk management.

Gynaecology: Ensuring women's well-being with comprehensive care from conception to delivery.

Haematology, Nephrology, & Neurology: Offering cornerstone therapies in a niche segment.

Urology: A young division focused on providing therapies for urological problems.

Overseas

BSV works with international health agencies such as the World Health Organization (WHO), Pan American Health Organization (PAHO) and the Ministry of Health of various countries.

The Company's product portfolio consists of biological, biosimilars and generics which require significant comprehensive information in the dossier. BSV regulatory team is well experienced in developing dossiers as per CTD/ACTD formats for such products.

The company's products are registered in more than 45 countries and its manufacturing facilities are accredited and certified by various regulatory authorities from Latin America, Middle East, Asia, Africa, etc.

BSV has its liaison offices in Vietnam, Philippines, Russia, Nigeria, Ukraine and has country managers based in various countries in Asia Pacific, Russia CIS, Latin America and Africa.

Learning

I visited neonatologist doctors which is very niche segment and hence it requires proper planning and strategy for promotion of its product. From doctors to distributor to retailers each of them has a role to play. Just by focusing on the doctors to prescribe a product won't help as even retailers and distributors should have that product to sell it to the patient and hospitals respectively.

To increase sales of surfactants for RDS patients a company should even focus on their promotional strategy, field force, and proper execution. This research is conducted so that one can find out what does independent distributors and retailers want from a company which is not nearby neonates' hospital and how companies can form a retailer strategy to increase their sales in these pharmacies of hospitals.

